

## Limit Top Groups, Mason Asks

### Standoff OK'd in Ont. Labor Act

Ontario theatres have been exempted for six months from the operation of the Provincial Act, in effect on July 1, which deals with hours of work and vacations with pay. The act calls for a 48-hour week and an annual vacation of one week with pay.

(Continued on Page 10)

### Show Seat Quota Raised 10 P.C.

Canadian theatre chair manufacturers may make almost 15,000 new chairs under the recent ruling of the Controller of Construction which permits seat suppliers to provide a ten per cent increase of their output during the basic period. This does not mean that the demand can be

(Continued on Page 10)

### National Council Prexy Says 'Supersalesmanship' is Bad

Distributors should be restricted by the Wartime Prices and Trade Board in the number of top group and special films to be offered for the coming season, said A. J. Mason, president of the National Council of Independent Exhibitors of Canada, in a letter to H. W. McCutcheon, administrator of special services.

"Regardless of what the administrator may intend when approving distributor's product or groupings," stated Mason, "the fact remains that distributors attempt to, and in most cases succeed, in forcing their wishes upon the exhibitor. They use the fact that their proposition has been approved by the administrator. They do not suggest or remind the exhibitor that he may still exercise his prerogative and only contract for the groups and the

(Continued on Page 2)

### Sturges Independent

Preston Sturges, top film director, has joined Howard Hughes to go Independent.

### Honored



JAMES R. GRAINGER

### CWAC Reel for Recruit Drive

Canadian theatres will provide a first-class campaign in the recruiting drive of the Canadian Women's Army Corps, co-operating closely with the Directorate of Army Recruiting through a group of film and theatre men appointed by the Canadian Motion Picture War Services Com-

(Continued on Page 8)

### Theater Safety Best -- Censor

Inspection of Ontario theatres is carried out before licenses are granted, which is not the case with public halls. O. J. Silverthorne, chairman of the Motion Picture Censor Board and head of the Theatre Inspection Branch, testified last week before Ontario's Royal Commission inquir-

(Continued on Page 15)

## Repub's Canucks Honor Grainger

Republic's Canadian representatives, supported by a number of well-known Quebec exhibitors, gathered at Montreal's Mount Royal Hotel on July 18, after a day of business at the 12th annual convention of that company in Canada, to honor James R. Grainger, popular president of Republic, with a testimonial banquet.

"Uncle Jimmy," as Grainger is referred to in the Dominion, expressed himself as being exceedingly happy to be back in Canada, particularly Montreal, where he has many friends in the trade. He was pleased, he said, that Republic had seen fit to hold its first convention away

(Continued on Page 2)

### Kershaw to B.C. For Famous Players

Frank Kershaw, district manager of Calgary territory for Famous Players, has been appointed general supervisor for British Columbia by J. J. Fitzgibbons, it has been announced. Paul Cardell of the Winnipeg office will pinch-hit until a successor is appointed.

## National Award to Soucie, Quebec

T. C. Soucie, manager of the Alexander Theatre, Rouyn, Quebec, was awarded first prize in the Canada-wide VI Victory Loan Scrap Book Contest of the Canadian Motion Picture War Services Committee by a committee of judges which examined provincial winners at Toronto last week. Soucie won a \$100 bond to add to the \$50 one given him by the Quebec committee for leading that province.

### Double Opening For 'San Demetrio'

Esquire's "San Demetrio—London" will have a double opening in Vancouver. Film opens day and date at Paradise, downtown, and the Park, lovely suburban house. "Man in Grey," Empire-Universal release, will have same local debut later.

"San Demetrio" is story of Jervis Bay convoy.

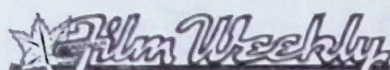
Second prize of a \$50 bond went to Freeman Skinner, manager of the Orpheus Theatre, Halifax, Nova Scotia; third prize of a \$25 War Savings Certificate was awarded to William K. Trudell, Capitol, London, Ontario; (Continued on Page 10)

## Invisible Man's Revenge

UNIVERSAL thriller stars Jon Hall, Allen Curtis and Evelyn Ankers. Book now through EMPIRE-UNIVERSAL.

is an enthralling film suggested by H. G. Wells' famous story, "The Invisible Man." This





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HYE BOSSIN, Managing Editor

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## Mason On Groupings

If there is any doubt about the extent of Conciliation, still being developed, and where it stops, the position of Archie J. Mason, Maritimes exhibitor and president of the National Council of Independents, clears it up.

With the new selling season about to start, The National Council has renewed its attacks on groupings, an admission that this matter is outside Conciliation as it is about to be established.

Mason, in a letter to H. W. McCutcheon, WPTB administrator, objects to any increase in specials and points out the difficulty of getting lower bracket features.

Using his own situation as an example, he points out that there is just so much money for entertainment in many communities where there are three changes weekly, and that though a higher-priced picture may bring in more money on one night, business drops on the next. Thus the overall weekly gross is the same and more expensive features reduce the exhibitor's profit.

Mason agrees that, regardless of the number of films in the top group, the exhibitor doesn't have to buy any more than he did during the basic period. Apparently exhibitors are not aware of this, for Mason says that the distributors do not "suggest or remind him" of this. Can it be that the exhibitor doesn't know his rights?

It may be that when an exhibitor buys only a limited number of the top group offered, the exchange can exercise its right to sell away from him and he may find himself competing against product from the same company.

"The independent exhibitor will suffer financially," Mason says, "if producer distributors are permitted to continue to break faith with the Wartime Prices and Trade Board rulings" based on the agreed period.

\* \* \*

## IODE and Motion Pictures

Our editorial, "Here Comes the Vigilantes," which quoted the annual report of the IODE on the question of privileges obtained from censors and discussed the growth of special dispensation to women's organizations, brought explanations. Mrs. B. B. Osler, former national film convenor of the IODE, and Mrs. Grant Gordon, who just succeeded her, hastened to explain to us and to Ed Wells of the CMPDA that it is not their intention to encourage meddling on the part of their provincial convenors. In fact, they have sent copies of the editorial to all convenors with an explanation of the limitation of their tasks.

The IODE, it is apparent, has an honest interest in good motion pictures as an aid to good citizenship. The ladies agreed that finding films to suit each juvenile level of intelligence was difficult and that activity against harmful films should be localized, with the manager being approached and parents asked to keep their children from films with a possible harmful influence.

The IODE is not the only women's organization with a special interest in films. Other organizations have encouraged chain protests, rushed into print with condemnations and brought influence to bear on government officials. It is to be hoped that they will talk things over first from now on.

Those convenors who do not adopt a reasonable approach can cause their organizations to be considered busybodies and provoke active opposition.

## Repub's Canucks Honor Grainger

(Continued from Page 1)

from Toronto in the French metropolis. The Republic convention occupied the 18th and 19th.

Present to help welcome Grainger was Paul Nathanson, and among those who joined in were George and John Ganetakos of United Amusements; John Tabah, Confederated Amusements; and Alec Adelman, Arthur Hirsch and George Rotsky of Confederated.

Republic representatives from all points in the Dominion converged on Montreal for what was the best convention of the company to date. On hand to greet his men was Alf W. Perry, general manager of Empire-Universal. Those who took part in the proceedings were:

Toronto—Frank Fisher, assistant to Alf W. Perry; A. J. Laurie, Republic's Canadian representative; G. Wilson, Home Office Contract Department; Harry Painter, Toronto branch manager; J. Palansky, Larry Druxerman and W. Smith, salesmen; H. Gould and Frank Gilbert, bookers.

St. John—Gerald Hoyt, manager, and Ernest Whelpley, salesman.

Winnipeg—Ben Plottel, manager, and Joe Geller, salesman.

Calgary—Wolfe Blankstein, manager, and J. Farrow, salesman.

Vancouver—Leslie Plottel, manager.

Montreal—Mickey Isman, manager; H. Mathers and A. Metcalfe, salesmen; G. Koppelman and M. Vosberg, bookers.

The boys put in a busy time studying policies for the coming season on Republic's best product year in history. The banquet took the edge off the first day's work and refreshed them for the second, it yielding much amusement and good fellowship.

## Empire-U Convention Opens in Montreal

Empire-Universal convention opened in Montreal on July 18 and will continue until evening of the 21st. Company's men from all over Canada will be on hand to talk sales policy.

## 'A & C in Society' for This Season's List

Alf W. Perry, general manager of Empire-Universal, has announced that "Abbott & Costello in Society" will be offered as part of the '43-44 schedule and will be released in Canada on August 17. Exhibs will be glad to hear this.

## Chop Toppers, Says Mason

(Continued from Page 1)

number of features in those groups as was the case during the basic contract."

The exhibitor, he said, was prevented from raising admission prices but was compelled to pay increased gross film rentals. He claimed that (1) it was increasingly difficult for the independent exhibitor to do business with the exchanges, (2) 50 per cent of the nation's theatres have a hard time securing lower bracket pictures vital to their situations because distributors demand contracts for top group and special films before selling lower groups, (3) that film salesmen explain that they are under head office orders to sell that way.

"The exhibitor has to have films to keep his theatre operating so what can he do?" asks Mason. "Under such supersalesmanship he is licked. Perhaps you can provide the answer to what is admittedly a problem?"

The National Council president said that the independent exhibitor had received a measure of protection from the Wartime Prices and Trade Board. "But," he asks, "are the distributors going to be permitted to completely defeat the purpose of the various Orders-in-Council governing price control as it applies to this industry? That appears to be the basis of their manoeuvres."





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picture  
characters!





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## Mason On

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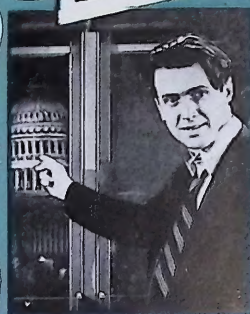
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**MR.  
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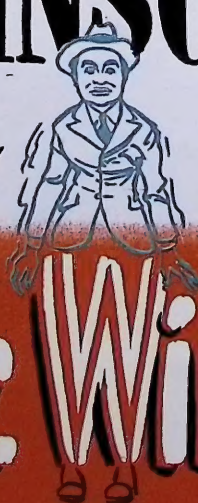


**MR.  
SMITH**  
GOES TO WASHINGTON



# Edward G. ROBINSON

in  
*Columbia Pictures'*



# Mr. Winkle

with RUTH WARRICK • TED DONALDSON • BOB HAYMES

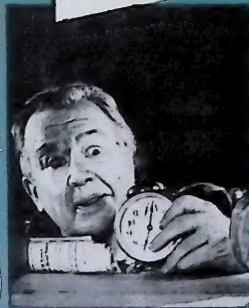
Screen Play by Waldo Salt, George Corey, Louis Solomon • FROM THE BEST-SELLING



**MR.**  
**JORDAN** OF  
HERE COMES MR. JORDAN

**MR.**  
**DINGLE** OF  
THE MORE THE MERRIER

**MR.**  
**WINKLE**  
GOES TO WAR



As Mr. Winkle goes ... so  
goes your heart...laughing, lov-  
ing, deeply sympathizing...as  
you follow one of the most lov-  
able characters ever to come to  
the screen *in a great*  
escapist picture!



# goes to War

RICHARD LANE • ROBERT ARMSTRONG • RICHARD GAINES

NOVEL BY THEODORE PRATT • Produced by JACK MOSS • Directed by ALFRED E. GREEN



...And it's nice to know,

**MR.** Exhibitor,

that after

*Once Upon A Time*

*Cover Girl*

*What a Woman!*

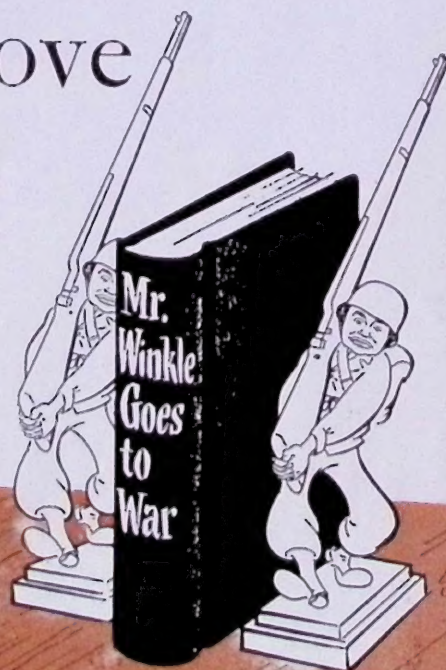
**SAHARA**

all the world will love

**MR.** Winkle, too!



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## Pin-up Girl

with Betty Grable 83 Mins.  
20th-Fox

LAVISH TECHNICOLOR MUSICAL IS A SPECIAL TREAT FOR THE MEN; OFFERS GRABLE AT HER BEST.

With "Pin-up Girl" as the title and Betty Grable as the girl, this Technicolor musical extravaganza ought to be a natural with the boys. The lovely color catches the star in all her exciting glamor in a film that gives her ample opportunity to display her feminine wiles to the fullest advantage. What the picture lacks in story merit it more than compensates for in the way of beauty and musical content, shaping up as a gay romantic frolic of broad appeal, especially to those young in years and in ideas.

The action keeps moving in and out of bistros—a fact that provides plenty of excuse for the staging of a raft of song numbers, not to mention several very lavish and excellently presented production numbers. No less than eight Mack Gordon-James Monaco tunes have been kneaded into the footage.

The story, utterly preposterous, is featherweight and is lost in the shuffle, which matters little, for the important thing about "Pin-up Girl" is the parade of dazzling production and musical numbers. The tale tells about a gal (Miss Grable) who resorts to trickery to get a break as a performer. The fun begins when Miss Grable and her bosom pal (Dorothy Kent) stop off in New York en route to Washington for Government jobs. Miss Grable falls in love with John Harvey, a national war hero back from the South Pacific. The guy, like everyone else, falls for her story about her being a Broadway star. Miss Grable tries to sustain the pretense, but the truth eventually outs. By that time Miss Grable, billed as the nation's top pin-up girl, has become a success in her own right.

Miss Grable performs to the complete delight of the boys. As the hero, Harvey is passable. Martha Raye and Joe E. Brown are prominent in the laugh department.

CAST: Betty Grable, John Harvey, Martha Raye, Joe E. Brown, Eugene Pallette, Dorothy Kent, Dave Willock, Condos Brothers, Skating Vanities, Charlie Spivak and orchestra, Robert Homans, Marcel Dalio, Roger Clark, Leon Belasco, Irving Bacon, Walter Tetley, Ruth Warren, Max Willenz, Manton Moreland, Charles Moore.

DIRECTION, Good. PHOTOGRAPHY, Fine.

## The Lady and The Monster

with Vera Hrubá Ralston, Richard Arlen, Erich von Stroheim  
Republic 86 Mins.

FEAR-PROVOKING PSYCHOLOGICAL MELODRAMA STRONG ENTERTAINMENT THAT RAISES BRAINSTORM.

In "The Lady and the Monster" Republic has a psychological shocker that will give the creeps to those susceptible to this sort of thing. Weird and tense, the picture is quite a compound of fear-inducing elements. Suspense is worked for all it is worth in an effort to hold the audience under the picture's spell.

The story is a far-fetched affair acceptable only because departure from reality is to be forgiven in melodramatic entertainment of the type under discussion. In an attempt to heighten the sinister mood of the story the production has been directed at a slow, deliberate pace by George Sherman, who also functioned as associate producer.

Plot developments result from the attempt of Erich von Stroheim, satanic man of science, to prove that the human brain can be kept functioning after death, with the aid of a machine invented by his assistant, Richard Arlen. Von Stroheim swipes the brain of a plane accident victim, a brilliant but ruthless individual in his lifetime, and submits it to the test. Through the use of telepathy von Stroheim places Arlen under the influence of the brain, causing the latter to take on the personality of the dead man and indulging in criminal deeds alien to his nature. Aghast, Vera Hrubá Ralston, Arlen's fiancée and von Stroheim's ward, tries to put a halt to the experiment. Arlen, finally shaking off the spell, defies von Stroheim with the assistance of Miss Ralston. The film winds up with a slam-bang fight between hero and villain in which the brain is put out of operation.

Miss Ralston, Czechoslovakian skating star who has been featured in Republic's ice extravaganza, performs appealingly in her first straight role. Arlen and von Stroheim discharge their assignments well.

CAST: Vera Hrubá Ralston, Richard Arlen, Erich von Stroheim, Helen Vinson, Mary Nash, Sidney Blackmer, Janet Martin, Bill Henry Charles Cane, Juanita Quigley, Josephine Dillon, Antonio Triana and Lola Montes.

DIRECTION, Good. PHOTOGRAPHY, Good.

## Two Girls and A Sailor

with Van Johnson, June Allyson, Gloria DeHaven  
M-G-M 124 Mins.

MUSICAL OFFERING QUALITY AND QUANTITY HAS EVERYTHING TO SET IT UP AS BOXOFFICE BANG.

Bursting with entertainment delivered by a battery of top-flight performers, "Two Girls and a Sailor" is a super-musical that bids for the maximum of business, and justly so. Diversion in the lush Metro tradition, the film is another distinct achievement for Producer Joe Pasternak, who has stinted neither in cost nor talent to guarantee the success of the enterprise. To say the picture is an unalloyed delight is an understatement.

No less than 18 song creators have contributed their work to "Two Girls and a Sailor." Most of the accompaniments are provided by Harry James and his Music Makers and Xavier Cugat and his orchestra. Of special interest is one piano rendition by Jose Iturbi. Lina Romay executes several songs with the Cugat aggregation that explain why Metro signed her to a long contract. Others whose singing talents are enlisted in the glittering and expansive production numbers are Lena Horne, Virginia O'Brien, Carlos Ramirez, the Wilde Twins, and Helen Forrest, not to mention June Allyson, Gloria DeHaven and Durante, all three of whom appear in the film's story.

The charming story tells of two sisters (Misses Allyson and DeHaven), entertainers, vying for the affection of the same chap, a wealthy sailor lad (Van Johnson). When the youth is forced to make a choice, he picks Miss Allyson, Miss DeHaven finding her man in a soldier (Tom Drake).

The cast is tops. Johnson and the Misses Allyson and DeHaven and Drake play the young people superbly. Durante is terrific in the chief comedy assignment. Others in the story sequences who deserve mention are Henry Stephenson, Henry O'Neill and Frank Sully.

CAST: Van Johnson, June Allyson, Gloria DeHaven, Jose Iturbi, Jimmy Durante, Gracie Allen, Lena Horne, Tom Drake, Henry Stephenson, Henry O'Neill, Ben Blue, Carlos Ramirez, Frank Sully, Albert Coates, Donald Meek, Amparo Navarro, Virginia O'Brien, Wilde Twins, Frank Jenks, Harry James and His Music Makers, Helen Forrest, Xavier Cugat and orchestra, Lina Romay.

DIRECTION, Fine. PHOTOGRAPHY, Fine.

## Shine on, Harvest Moon

with Ann Sheridan, Dennis Morgan  
Warner 112 Mins.

LAVISH MUSICAL IS JAMMED WITH POPULAR ENTERTAINMENT; KEYED FOR SUBSTANTIAL GROSSES.

In "Shine on, Harvest Moon" Warners has delivered another of its entertainment-loaded musicals aimed squarely at the box-office. In this instance the studio has built the show around the characters of Nora Bayes and Jack Norworth, two topliners of the golden days of American vaudeville.

Plenty of color, life and gayety have been brought to this story of the noted duo of show business—a story that is told with romantic fervor and with strong regard for comedy. The musical content is irresistible, with several of the tunes inspiring fine production numbers, the most expensive being that accorded the title song in an impressive Technicolor sequence that brings the picture to a stunning close.

The picture doesn't go extensively into the lives of Miss Bayes and Norworth. The screenplay, a commendable job by Sam Hellman, Richard Well, Francis Swann and James Kern, is concerned principally with their romance, their teaming as a husband-and-wife act, and their ups and downs in their struggle to hit the big time. All the heartaches, all the joys of their devoted partnership are included in the story. The picture ends in a burst of happiness with their triumph in the "Ziegfeld Follies."

The production has a first-rate cast. Ann Sheridan and Dennis Morgan act and sing attractively as the Bayes-Norworth combination. Irene Manning contributes good singing and acting as Miss Sheridan's professional and romantic rival. Jack Carson, S. Z. Sakall and Marie Wilson take care of the comedy nicely. Robert Shayne attracts attention as the villain who threatens the happiness of Miss Sheridan and Morgan by applying the blacklist against them.

CAST: Ann Sheridan, Dennis Morgan, Jack Carson, Irene Manning, S. Z. Sakall, Marie Wilson, Robert Shayne, The Ashburns, Four Step Brothers, William Davidson, James Bush, Joseph Crehan, Betty Bryson, Don Kramer, George Rogers, Harry Charles Johnson, Walter Pletilla.

DIRECTION, Good. PHOTOGRAPHY, Excellent.





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LYLE TALBOT

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with  
JACKIE COOPER  
GALE STORM

### Women In Bondage

with  
GAIL PATRICK  
NANCY KELLY

### Johnnie Doesn't Live Here Anymore

with  
SIMONE SIMON  
JAMES ELLISON

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in the industry

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Winnipeg, Calgary, Vancouver.



## Not Everything Changes

Many a cinema star of yesterday blinks no more. This realization came with a look at the amusement page of the Daily Oklahoman, issue of December 28rd, 1928, which I saw through the courtesy of Maurice Coste.

Here are some of the pictures and stars of that pre-crash year:

"Wings"—Clara Bow, Buddy Rogers, Richard Arlen and Gary Cooper.

"Three Week Ends"—with Clara Bow and Neil Hamilton.

"While the City Sleeps"—Lon Chaney.

"The Scarlet Dove"—a Tiffany-Stahl production.

"Synthetic Sin"—Colleen Moore, Antonio Moreno.

"Marriage by Contract"—Patsy Ruth Miller and Lawrence Gray.

"Fazil"—Charles Farrell and Greta Nissen.

"Danger Street"—Warner Baxter and Martha Sleeper.

Those were silent films, the last of that type. Also playing in that first year of screen sound was the "100% All Talking" film, "The Home Towners," George M. Cohan's story featuring Richard Bennett and Doris Kenyon. Fanny Brice was coming in "My Man."

"Marriage by Contract" used the current social issue, Companionate Marriage, as its subject. Then, as now, everyone was wondering what was going to become of Youth. Then, as now, a Lon Chaney was the horror star—father of the present one.

Robert E. Sherwood, who has progressed as a writer since, was the author of the column, "Moving Picture Album." In it he wrote that "According to the philosophy that prevails in the movie business (and not only in the movie business either), any methods are justified that produce results in the form of boxoffice receipts. In other words, 'Get the money—no matter how.' But the pleasant truth of the matter is that these archaic tricks of ballyhoo don't get even the money any more."

Reads like Time on a merry-go-round.

\* \* \*

## Stuffing

Dave Coplan is expected back here on a visit. . . Harry Kaufman has been ill lately and has to take it easy for some time to come. . . John Sherman, after a couple of weeks as Monogram's Montreal branch manager, disagreed with head office and resigned. "Doc" is exceedingly popular and here's hoping that he's around again shortly. . . Mrs. Paul Maynard, very sick for a while, is showing progress. . . Howard Elliot, manager of the Verdun (PQ) Palace, does a swell movie column, "Movie Magic," in the Verdun Guardian. . . Proposed union for circuit and exchange workers has no elected officers as yet. Last meeting was addressed by Russell Harvey, AFL organizer. . . PRC lads are turning hand-springs over "Minstrel Man," which has won outstanding reviews everywhere and did top business in early runs. . . Basil Markle is out of the army and back in the booth of the Vanity, Windsor. . . Harland Rankin, Plaza, Tilbury, is now promoting wrestling. Vaudeville reborn?

## Mayer's Salary Cut

Louis B. Mayer, head of MGM, the highest paid executive in the USA, has agreed to an annual salary cut of \$580,000, according to a proxy statement filed with the Securities and Exchange Commission recently.

## Seltzer to Handle Schlesinger Unit

Ed Seltzer, formerly Warner Brothers' trailer chief, will take over the Leon Schlesinger cartoon unit for Warners. Schlesinger recently retired from the short subject field.

## Para Cameraman Awarded O.B.E.

James Wright, Paramount cameraman, was awarded the Order of the British Empire by King George VI in the recent birthday honors list. Attached to British Paramount News, Wright has been on active service since the start of the war flying 46 missions over Italy and Southern Europe.

His son, an RAF flying officer, was injured in a recent mission over German territory.

It's an honor to the newsreel craft.

## CWAC Reel for Recruit Drive

(Continued from Page 1)

mittee. The CWACs hope to enroll 6,000 recruits during the drive, which will last for several months.

A special six-minute reel for theatre exhibition is being made by the National Film Board and will be distributed nationally by Columbia. Special newsreel items will be provided, as will a CWAC sing-song.

A CWAC press book is being prepared for general distribution which will contain many promotion ideas. Some of the ideas suggested are:

Lobby showings of 16 mm. films where there are lineups.

Lobby displays of negative blowups and life-size CWAC "Proudest Girl in Canada" cut-outs.

Drop-in ad slugs and press releases.

Theatre to be handled for one night or week by CWAC personnel, with screen and lobby explaining stunt.

Lobby booths manned by servicewomen or distribution of pamphlets where not practicable.

Theatre night, with CWAC parade, use of CWAC bands in theatres and playing of CWAC records.

Acting for Motion Picture War Services Committee are Nat Taylor, Clair Hague, Ray Tubman and Herb Allen.

## AG Murray Sherman Reported Missing

Air Gunner Murray Sherman, son of Dave Sherman of the Casino, Toronto, has been reported missing after a bombing flight over Germany. He is a War-rant Officer 2nd Class.

## VOCALITE SCREENS

Five times more sound  
permeability.

One-third more light.

Vocalite Sound Screen is the result of a series of intensive and costly experiments which have resulted in the production of the finest sound screen made. Flexible plastic coated, flameproof.

**PERKINS**  
COMPANY LIMITED  
107 VICTORIA STREET TORONTO 107 BAYVIEW AVENUE SCARBOROUGH



HERE'S A  
**40%**  
DEAL....

**IT'S UP TO YOU TO HELP SELL IT!**

There are over 15,000 C.W.A.C's and at least 6,000 more are needed... a 40% increase.

*Here's Your Campaign Film\**

**BADGE OF HONOUR**

*with Raymond Massey*

**INSIGNE d'HONNEUR**

*with Major Paul Triquet, V.C.*

This six minute short produced by the National Film Board will be shown in all Canadian Theatres, JULY 27 to AUGUST 12, INCLUSIVE.

*\* Watch the mail for your Special Selling Manual!*

**CANADIAN MOTION PICTURE WAR SERVICES COMMITTEE**



## Show Seat Quota Raised 10 P.C.

(Continued from Page 1)

met, for there is still a shortage of parts, but the easing up of metal restrictions has placed them in a position to provide considerable assistance to exhibitors.

Each exhibitor seeking additional seats or replacements must make his own application and receive a permit. It is estimated that, if restrictions were lifted entirely, there would be orders for from 150,000 to 175,000 new seats. Canadian theatres have almost 750,000 seats.

Manufacturers are required to have a certain amount of seats in stock at all times, so as to be in a position to replace those destroyed by fire, vandalism and other causes. No war chair has been successful, manufacturers dropping the plan to provide emergency chairs of inferior quality when exhibitors showed that they preferred to keep the old ones. All chairs being provided now are of standard quality.

The Canadian order allowing the increase of seating and re-seating was followed by one in the USA where manufacturers will be permitted to make 75,000 seats.

## National Award to Soucie, Quebec

(Continued from Page 1)

and P. A. Tucker, Capitol, Kamloops, B.C., was given honorable mention by the judges. Both Skinner and Trudell got provincial first prizes of a \$50 bond.

Soucie, a Lieutenant in the Reserve Army, camouflaged the front of the theatre, erected slit trenches and sentry boxes and a large platform for the use of speakers. The local council permitted him to block off the street. A sales booth was put up and prominent business men were notified to buy bonds at it. If they did not appear they were arrested by "Nazi" squads. This did much to stimulate sales among small buyers. Rouyn exceeded its quota and this was helped by the sale of over \$80,000 worth of bonds outside the theatre, some \$10,000 worth being sold to outgoing patrons.

The campaign, in French and English, did a great job with radio, newspapers, local merchants, etc. The demonstrations outside the theatre attracted the largest crowds in local history.

Freeman Skinner, winner of the second prize, did an outstanding job of ad boosting. He laid out nine ads for different merchants and sold them the idea of placing them in Halifax news-

papers, the ads boosting "The Shining Future." Pictures and stories for "The Shining Future," "The Fifth Christmas" and a special reel of the Halifax Explosion of 1917 won 7,000 lines of publicity. The theatre staff won the first pennant in the city. Skinner also did an expert job of theatre dis-



T. C. SOUCIE

Manager of the Alexander Theatre, Rouyn, Quebec, who won first prize of \$100 in the nation-wide VI Victory Loan Scrap Book contest of the Canadian Motion Picture War Services Committee.

play, radio publicity, parades and so on.

William K. Trudell, third prize-winner, did a fine job on the theatre itself, inside and out, worked closely with the local War Finance Committee, spurred the staff to win a pennant, ran a Victory Loan Slogan Contest which drew thousands of contestants, and did a great job with the press.

Honorable mention went to P. A. Tucker of Kamloops, B.C., who showed what a small town showman can do. He was chairman of publicity for the local Loan committee and spoke before various bodies in the district. He had window tie-ups, newspaper space, scout co-operation, and sold bonds through the local committee in the theatre itself.

The committee also congratulated four showmen for outstanding jobs of public relations, as well as intensive work on the theatre part of the Loan, each of whom received a special prize from his circuit head office. They are Ken Craig, Capitol (FPCC), St. Catharines, Ontario; Harold

## Standoff OK'd in Ont. Labor Act

(Continued from Page 1)

The Motion Picture Theatres Association of Ontario, through Syd B. Taube, executive secretary, explained that managers and janitors were close to the theatre for more than 48 hours weekly, though not active for the extra time. The problem of adjustment had not been solved and a six-month stay was allowed while industry representatives prepared a brief for study by government officials.

Section 14 of the Act, under which a stay may be granted, also provides that no second postponement shall be permitted. The conditions of the act, which is called the Hours of Work and Vacations with Pay Act, 1944, will therefore apply to Ontario theatres after December 31 of this year.

A questionnaire has been circulated by the Association to all Ontario theatres. Exhibitors are asked to provide information on conditions in their theatres. This will be handed to the Industry and Labor Board.

The Act has caused considerable disagreement between organized labor and the Board. Labor has objected vehemently to any exemptions and the Toronto and District Trades and Labor Council sent a delegation to Queen's Park.

## Jeffrey to N.Y.

A. J. Jeffrey, United Artists' Canadian general manager, was in New York for the first of two sales meetings of the company.

## Sovereign Film Men Convene in Montreal

Sovereign Films representatives are convening at the Mount Royal during the Empire-Universal convention. The company, handling 16 mm., distributes Universal and Columbia small-sizers.

Led by Walter Kennedy, general manager; Ray Hague, Toronto; Frank Leduc, Montreal; Fred Stone, Vancouver; and Joe Devries, Winnipeg, huddled to size up plans for the coming season.

Bishop, Capitol (FPCC), Winnipeg, Manitoba; Walter Helm, Avon (Premier), Stratford, Ontario; and Les Vicary, Geneva (20th Century Theatres), Orillia, Ontario.

Along with the other books, theirs will be autographed by Prime Minister W. L. Mackenzie King and the Minister of Finance, Mr. Isley, and returned.

Vast majority of the books submitted for the contest showed ingenuity in showmanship and were evidence of great energy.

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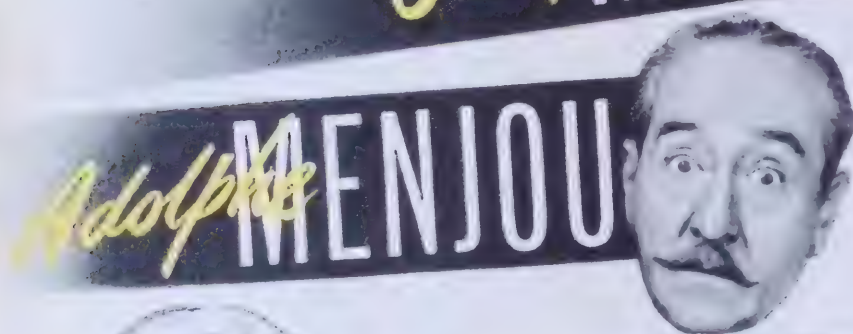


*Frank* SINATRA

On the



*George* MURPHY



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*Stretch your lobby  
frames for all  
these top names.*

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GEORGE MURPHY  
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GLORIA DE HAVEN  
WALTER SLEZAK  
EUGENE PALLETTE  
WALLY BROWN · ALAN CARNEY  
GRANT MITCHELL · ANNE JEFFREYS**

*they're all in*

**Step Lively**





## Theater Safety Best -- Censor

(Continued from Page 1)

ing into safety conditions in public halls and theatres. Fire chiefs and municipal authorities send word as to the safety of public halls but if there are any complaints, inspectors from his office are sent out at once, Silverthorne explained.

Latest figures reveal there are 418 theatres and 2,181 public halls licensed in the province.

Declaring that his department's regulations are "the finest in America" and include many modern safety ideas, Silverthorne stated that most complaints against dance halls concerned lack of exit doors or lack of exit signs over the doors.

When the building of a theatre is contemplated, he stated, plans are filed with the Theatre Inspection Branch so that the theatre will meet all safety specifications. Theatres are inspected three or four times a year and technical qualifications for inspectors call for their being first-class motion picture projectionists. "It is from the projection rooms that there is the most danger," Silverthorne said.

Judge Ian Macdonell, who heads the commission, commented on the fact that in some halls bingo games are run on every floor. Such halls, said Silverthorne, were licensed and he could recall none in Ontario not licensed. In many cases, he said, there is little difficulty in obtaining licenses for a public hall.

The commission was set up after the recent Moose Hall fire in Hamilton, Ontario, with a view to amending fire regulations for greater public safety.

## WB Delivers 19

Warner Brothers will deliver only 19 films for the 1943-44 season as compared with 24 features for the previous year. Meanwhile the company is building its backlog.

## H. B. Chase Named CBC Chairman

Howard B. Chase of Montreal has been appointed chairman of the CBC board of governors, succeeding Rene Morin. War Services Minister LaFleche announced last week in Parliament. Referring to Chase's position as assistant grand chief engineer of the Brotherhood of Locomotive Engineers, Minister LaFleche stated that the appointment "marks some special recognition of labor."

Chase originally joined the board of governors on March 16, 1943.

## Metro's Big Plans For Anni Year

Metro-Goldwyn-Mayer's program for 1944-45 is just about the greatest list of scheduled productions in its twenty years of leading the film industry. The schedule for the 21st year of MGM operation of films ready for release, nearing completion or in production, sets a new high standard for the company that has to its credit an impressive string of Academy Award winners and boxoffice hits.

Three important productions head the announced list. They are "The White Cliffs of Dover," called the MGM anniversary picture; "Dragon Seed," from the famous story of fighting China by Pearl S. Buck, starring Katherine Hepburn with Walter Huston, Turban Bey, Akim Tamiroff, Agnes Moorehead and Henry Travers and "An American Romance," King Vidor's thrilling Technicolor saga of America's growth and industrial power starring Brian Donlevy and an important cast of supporting players.

The Anniversary season's schedule lists three additional Technicolor productions: "Meet Me in St. Louis," starring Judy Garland with Margaret O'Brien; "Bathing Beauty," starring Red Skelton and Esther Williams, featuring a spectacular water ballet; and "Kismet," starring Ronald Colman and Marlene Dietrich making her first appearance under the banner of Leo the Lion.

Films already completed are: "Marriage Is a Private Affair," starring Lana Turner with James Craig and John Hodiak; "The Seventh Cross," starring Spencer Tracy with Signe Hasso; "The Canterville Ghost," starring Charles Laughton, Robert Young and Margaret O'Brien; and "The Honest Thief," starring Wallace Beery.

Now in production: "Thirty

Seconds Over Tokyo," adapted from Capt. Ted Lawson's best seller starring Van Johnson and Robert Walker with Spencer Tracy as Lieut. General James Doolittle; "Mrs. Parkington," starring Greer Garson and Walter Pidgeon; the famous story by Oscar Wilde, "The Picture of Dorian Gray," starring George Sanders and Donna Reed with Hurd Hatfield in the title role; "Lost in a Harem," Abbott and Costello in their second MGM feature; "Maise Goes to Reno," starring Ann Sothern with John Hodiak; "Music for Millions," starring Margaret O'Brien, June Allyson, Jose Iturbi and Jimmy Durante; "Airship Squadron 4," starring Wallace Beery; "The Thin Man Goes Home," starring William Powell and Myrna Loy; and a story of the WACs starring Lana Turner.

Four Technicolor features slated for production soon are: "National Velvet," starring Mickey Rooney; "Son of Lassie," a sequel to the smash hit "Lassie Come Home"; "Anchors Aweigh," with Frank Sinatra, Gene Kelly, Kathryn Grayson and Jose Iturbi; and what has been announced as the most elaborate musical revue ever attempted, "Ziegfeld Follies," which will feature almost every famous star in the MGM galaxy.

## Vancouver Lads Win Bill Scully Drive

Vancouver office showed the other Empire-Universal offices the way home in the drive in honor of Bill Scully, Universal's popular sales chief.

St. John hustlers, running second, were pressed by the Montrealers. Must be the naval influence, all winners being seashore citizens. Prairie and Great Lakes lads made a fine showing just the

Mrs. Haskell M. Masters and Mrs. N. L. Nathanson, representing the Friday Club of Jewish Women, last week presented Mr. C. F. Piewman, secretary of the Toronto branch of the Red Cross, with a cheque for \$2,500 to purchase an ambulance for the British Red Cross. Over a period of four years, besides the present cheque, the Friday Club has presented the Red Cross with one mobile canteen, one trailer kitchen, and a total of \$800 for various associated war relief agencies.



Mrs. H. M. Masters is shown above presenting the cheque to Mr. Piewman.



## 'MINSTREL MAN'

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## FILM DAILY

New York



## 'Minstrel Man'

With Benny Fields and Gladys George

(HOLLYWOOD PREVIEW)

PRC 89 Mins.

PRC'S MOST PRETENTIOUS PRODUCTION TO DATE PACKS LOAD OF ENTERTAINMENT.

This is easily PRC's most ambitious production and it provides a nice load of entertainment. Benny Fields, night club and vaudeville favorite, and Gladys George are co-starred, while Judy Clark, of the "Meet the People" revue, clicks acidly as Fields' daughter. Judy sings in the Betty Hutton manner and is certain to register with the fans.

Leon Fromkess provided excellent production values, while Harry Revel, who co-authored four of the songs, functioned as associate producer. Joseph H. Lewis did a splendid job of directing, and veteran cameraman, Marcel LaPicard, given an opportunity to use his camera in advantage, turned in a fine piece of photography.

Fields really "sells" his trademark song, "Melancholy Baby" and also does ample justice to "Cindy," "Remember Me to Carolina," "Shake Hands With the Son" and "My Bamboo Cane," by Revel and Paul Webster. Alan Dinahart, Roscoe Karns, Jerome Cowan, Molly Lamont, John Raitt and Lee (Lasses) White are among the capable principals.



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